ANALYSIS OF PURCHASING DECISIONS FOR ECO-FRIENDLY VEGAN LEATHER PRODUCTS MADE FROM COFFEE WASTE (A CASE STUDY AT PT KLK)

ANALISIS KEPUTUSAN PEMBELIAN PRODUK RAMAH LINGKUNGAN VEGAN LEATHER BASIS LIMBAH KOPI (STUDI KASUS PADA PT KLK)

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ABSTRACT

PT KLK is a small and medium-scale enterprise (SMEs) in Bandung focused on utilizing coffee waste to create eco-friendly products. One of its leading innovations is vegan leather made from coffee husk waste, which is used as a growth medium for mycelium to produce sustainable alternative leather sheets. This innovation was designed to address two primary issues: coffee processing waste and the negative impact of the fast fashion industry. However, PT KLK is not yet the primary choice in consumers' minds as a substitute for animal or synthetic leather. This study aims to understand the factors influencing purchasing decisions based on customer insights, to develop products that are more aligned with users' needs and expectations. A mixed-methods approach was used in this study, involving the Henry Garrett Ranking method within the Sustainable Consumption Behavior (SCB) framework, involving 6 experts and 58 potential users, and in-depth interviews with 42 respondents with five levels of green lifestyle maturity. The results indicate that the five main criteria in purchasing decisions are: price (67.01), environmental impact (65.93), product specifications (61.15), sustainability value (56.84), and product information (56.53). Through the SCB framework, it was found that price remains the primary factor due to the limited support from environmental, personal, cultural, and economic motivations that would encourage consumers to choose environmentally friendly products. However, consumers are still willing to consider other aspects, such as user experience and support for sustainable lifestyles, when a supportive ecosystem is available. Therefore, this study proposes three promotional strategies—a "DIY Your Own Wallet" workshop, the "KOPI BERI INDONESIA" community, and an interactive "Feel the Future" exhibition—to increase consumer engagement and strengthen the product's market position.
Keywords: *Green Products, Henry Garrett Ranking, Purchasing Decisions, Sustainable Consumption Behaviour, Vegan Leather*

ABSTRAK

PT KLK merupakan usaha kecil dan menengah di Bandung yang berfokus pada pemanfaatan limbah kopi untuk menciptakan produk ramah lingkungan. Salah satu inovasi utamanya adalah kulit vegan yang memanfaatkan limbah kulit kopi sebagai media pertumbuhan untuk jamur misel guna memproduksi lembaran kulit alternatif yang berkelanjutan. Inovasi ini dirancang untuk mengatasi dua masalah utama: limbah produksi kopi dan dampak negatif industri pakaian. Sayangnya, produk kulit vegan PT KLK belum menjadi pilihan utama di benak konsumen sebagai pengganti kulit hewan atau sintetis. Studi ini bertujuan untuk memahami faktor-faktor yang mempengaruhi keputusan pembelian berdasarkan wawasan suara

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pelanggan, guna mengembangkan produk yang lebih sesuai dengan kebutuhan dan harapan pengguna. Pendekatan campuran (*mixed-methods*) digunakan dalam studi ini, dengan menerapkan perhitungan Henry Garrett Ranking dan kerangka *Sustainable Consumption Behavior* (SCB) yang melibatkan 6 ahli dan 58 calon pengguna potensial serta wawancara lanjutan terhadap 42 responden yang dipetakan ke dalam lima tingkat kematangan gaya hidup ramah lingkungan. Hasil menunjukkan bahwa lima kriteria utama dalam keputusan pembelian adalah: harga (67,01), dampak lingkungan (65,93), spesifikasi produk (61,15), nilai keberlanjutan (56,84), dan informasi produk (56,53). Melalui kerangka SCB, ditemukan bahwa harga menjadi faktor utama karena belum ada dukungan kuat dari lingkungan, nilai personal, budaya, maupun motivasi ekonomi yang mendorong konsumen untuk memilih produk ramah lingkungan. Meski demikian, konsumen tetap bersedia mempertimbangkan aspek lain seperti pengalaman pengguna dan dukungan gaya hidup berkelanjutan jika ekosistem pendukung tersedia. Oleh karena itu, penelitian ini mengusulkan tiga strategi promosi: workshop "DIY Your Own Wallet", komunitas "KOPI BERI INDONESIA", dan pameran interaktif "Feel the Future" untuk meningkatkan keterlibatan dan memperkuat posisi produk.

Kata kunci : Henry Garrett Ranking, Keputusan Pembelian, Kulit Vegan, Perilaku Konsumsi Berkelanjutan, Produk Hijau

INTRODUCTION

The emergence of the cafe society phenomenon has led to an increase in national coffee consumption to 330,000 tons per year (ICO, 2021). However, this activity also produced large amounts of coffee husk waste (cascara), reaching 800,000 tons in 2023 (Bell Society, 2024). This waste is produced in large quantities but remains underutilized despite its potential for higher-value applications (Witman et al., 2023). Furthermore, consumers and fashion product manufacturers are choosing vegan leather made from plastic (PU & PVC) as an alternative to animal leather. Unfortunately, these synthetic leather alternatives have negative environmental impacts, such as using chemicals that can harm the environment, non-biodegradable (>1,000 years), using fossil-based raw materials that are non-renewable, and having low durability (Amobonye, et al., 2021). Fashion industry waste is also an environmental issue. According to data released by The Sustainable Fashion Forum and Sierra (2024), global textile waste is estimated to increase by 63%, or equivalent to 300 million tons of textile waste in 2050 if no swift solutions are implemented (Purnamawati et al., 2025).

To tackle this waste problem, vegan leather innovations based on coffee waste offer a sustainable solution aligned with the SDGs. PT KLK, a pioneer in vegan leather made from coffee waste in Indonesia, has produced bags, wallets, and shoes made from cascara and mycelium. These products are environmentally friendly as they require only 0.3% of the land used for leather production, save 90% of water, and degrade within 4 weeks (Bell Society, 2024). However, there is a gap as PT KLK's products are not yet widely adopted and do not fully meet consumer expectations, as shown by consumer complaints on marketplaces.

With the global leather market projected to reach USD 738.61 billion by 2030 (Fortune Business Insights, 2024), the potential for vegan leather products made from coffee waste is significant. However, the challenge lies in understanding the factors driving consumer purchasing decisions, particularly for agricultural waste-based products that are still new to the market. Given that customer reviews influence purchasing decisions by up to 70% (Hasrul et al., 2021), a user-centric approach is needed to produce products that better align with user needs. "This research is important for identifying consumer preferences through systematic methods such as the Henry Garrett Ranking and exploratory interviews, based on the Sustainable Consumption Behavior (SCB) framework. The Henry Garrett Ranking method has proven effective in objectively ranking criteria through relatively simple data processing, as demonstrated by Asegie et al. (2022) in their analysis of various criteria

and influencing factors. The SCB framework (Nair and Little, 2016) is used to refine the factors that influence consumers' decisions to purchase sustainable products.

METHODOLOGY

The mixed-methods approach employed in this study combined both qualitative and quantitative strategies. The qualitative component involved in-depth, semi-structured interviews with six experts who possessed more than five years of experience in the field of sustainability. These interviews aimed to explore alternative criteria for purchasing decisions from the experts' perspectives, grounded in their involvement with sustainable businesses, environmental communities, and green movements. The quantitative component was conducted through the distribution of questionnaires to 58 respondents who met specific criteria for leading an eco-conscious lifestyle. The data collected were analyzed using the Henry Garrett Ranking method to establish the priority order of the identified decision-making criteria, providing an objective assessment of consumer preferences. By integrating these two approaches, the study effectively captured both deep perceptual insights (qualitative) and generalizable, quantifiable data (quantitative), thereby strengthening the overall validity and reliability of the research outcomes. Furthermore, interviews were conducted with respondents categorized into five maturity levels of environmentally friendly lifestyle adoption, based on the Sustainable Consumption Behavior (SCB) framework. At least six selected respondents represented each maturity level to reinforce the validity of the findings.

Research Design

The study was designed to identify the key criteria that influenced the purchase of vegan leather products. It also examined the influence of four aspects of sustainable consumption behavior—personal values, environmental considerations, cultural norms, and economic motivations (Nair and Little, 2016)—on purchasing decisions. The analysis was guided by the five-stage consumer decision-making process proposed by (Armstrong et al, 2018) in Principles of Marketing (Figure 1. SCB influence model at the purchase decision stage)
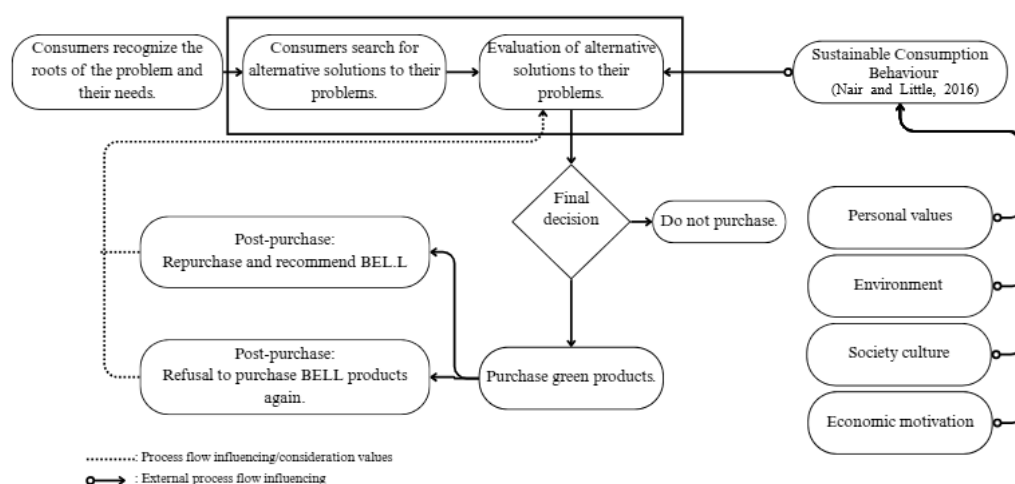

Figure 1. SCB influence model at the purchase decision stage
Source: Armstrong et al. (2018), Nair and Little (2016), data processed by the author, 2025

Data Collection

Data collection was conducted through interviews with six experts in the field of environmental sustainability to identify alternative criteria for purchasing decisions. These experts were selected based on their comprehensive knowledge of green products, either as practitioners or academics, with at least five years of experience in environmentally friendly practices or sustainable product design. Their insights were considered crucial for guiding product development and understanding consumer priorities related to sustainability.

Validation was conducted through a survey involving 30 respondents who actively practice environmentally friendly lifestyles. This process aimed to ensure the validity of the criteria obtained from the expert interviews, following the guidelines suggested by Sugiyono, (2023). The respondents were selected based on the following criteria: aged between 22 and 65 years, residing in Indonesia, having a desire to reduce daily waste, and showing interest in environmentally friendly living.

Additionally, in-depth interviews were conducted with selected respondents who met one of the five levels of maturity in practicing a sustainable lifestyle, with reference to the Sustainable Consumption Behavior (SCB) framework. This step aimed to gain a deeper understanding of their characteristics, needs, and the most appropriate approaches for each maturity level, thereby supporting a more tailored and effective strategy for promoting sustainable purchasing decisions.

Data Analysis

Questionnaire data were analyzed using the Henry Garrett ranking method to determine the relative importance of each purchasing-decision factor. The analysis began by organizing all rankings provided by respondents into a structured dataset. Each ranking was then converted into a percent-position value following the standard procedure defined in the Henry Garrett method (Tabel 1).

Once the percent-position values were obtained, they were matched with their corresponding Garrett scores using the established Garrett conversion table commonly applied in contemporary studies on green product purchasing behavior (Garrett, 1969 in Vivek and Sahana, 2020). This process produced a Garrett score for every criterion based on each respondent's assessment.

Table 1. Percent Position and Garret Ranking Score

Number of Rank	Percent Position Value	Garret Score
1	3.33	85
2	10	75
3	16.67	69
4	23.33	64
5	30	60
6	36.66	57
7	43.33	53
8	50	50
9	56.66	47
10	63.33	43
11	70	40
12	76.66	36
13	83.33	31
14	90	25
15	96.66	15

Source: Asadi et al. (2021), data processed by the author, 2025

All Garrett scores for each criterion were then aggregated, and the average score was calculated to determine its overall priority level. These average scores served as the basis for ranking the criteria,

where higher mean scores indicated stronger influence on purchasing decisions, while lower scores reflected lesser importance. This procedure follows the analytical steps recommended in Henry Garrett–based evaluations (Manikandan and Vidhya, 2023).

RESULT AND DISCUSSION

The data collected consisted of questionnaires from 58 respondents and interviews with 42 selected respondents.

Collection of Factors from Experts.

Interviews with experts provided valuable insights into the key elements that consumers consider when evaluating environmentally friendly products. Each expert contributed perspectives informed by both theoretical knowledge and practical experience. This process yielded a preliminary list of decision-making criteria and offered a contextual understanding of the relevance of each factor.

Table 2. Criteria Factors from Experts

Name	Professional Background	Key Factors / Criteria
SA	Founder of BJI (2018-present)	- Environmental impact - Availability of online and offline stores
BA	Founder of CP (2019–present)	- Social impact - Sustainability value
RW	Lecturer, with more than 5 years of experience in the fashion industry	- Product–consumer fit - Trendy/timeless design
AW	Founder of BBL and THB (2018–present)	- Sustainability value - Social impact - Company/community programs.
JP	Founder of ZWN (2016–present)	- Product life cycle - Product-related emissions - Product features/ specification - Ease of purchasing (online and offline)
CL	Founder of LWL and BS (more than 5 years)	- Sustainability-oriented brands - Continuous green campaigns - Local brand

Source: Primary data processed by the author, 2025

To strengthen the validity of the expert-generated criteria, a triangulation process was conducted using secondary data sourced from various academic journals. This validation process resulted in the addition of three widely recognised factors—price, product information, and user reviews—ensuring that the final set of criteria reflected both expert judgement and established findings in the literature.

The criteria identified in this study include environmental impact, sustainability value, price, product emissions, product information, user reviews, local brand identity, community social programs, availability of online and offline stores, social impact on coffee farmers, sustainability campaigns, trendy design, product specifications, and product life cycle. These factors represent a comprehensive set of considerations that influence consumer decision-making regarding

environmentally friendly products.

Purchase Decision Criteria

The alternative purchase decision criteria derived from interviews with experts were used as the basis for developing a questionnaire for respondents. Next, rankings were calculated using the Henry Garrett method, resulting a priority ranking of criteria that support the decision to purchase vegan leather products made from coffee waste based on the perceptions of potential users, as shown in Table 3.

Table 3. Purchase Decision Criteria

Rank	Criteria	Garret Score
1	Price	67.01
2	Environmental impact	65.93
3	Product specifications	61.15
4	Sustainability value	56.84
5	Product information	56.53
6	Trendy design	53.39
7	Online store availability	52.81
8	Social impact on coffee farmers	51.86
9	Product life cycle	49.56
10	Offline store availability	47.58
11	Local brand	44.15
12	User reviews	42.91
13	Product emissions	37.60
14	Sustainability campaigns	37.08
15	Community social programs	25.53

Source: Primary data processed by the author, 2025

Maturity Level Classification

The maturity level classification aims to understand the differences in characteristics and actions related to the implementation of eco-friendly lifestyles. This classification is based on respondents' intentions to adopt sustainable practices, their financial allocation for green products, and their participation in environmentally conscious activities. The classification levels are presented in Table 4.

Table 4. Maturity Level Classification

Level	Description
1	*Awareness*
	Respondents are becoming aware of environmental issues, but rarely or never take concrete action.
2	*Interest*
	Respondents show interest and consider eco-friendly products as an alternative, but have not yet actively purchased them.
3	*Participation*
	Respondents compare the benefits and risks of green products and have personal values related to sustainability.
4	*Commitment*
	Respondents believe that their choice to purchase green products has a positive impact on the environment.
5	*Advocacy*
	Respondents can encourage others to engage in green product usage activities and actively participate in sustainable promotion.

Source: Primary data processed by the author, 2025

To strengthen the validation process, in-depth interviews were conducted with at least six selected respondents representing various maturity levels. In this study, the distribution of respondents across the five levels is as follows: 6 respondents at the Awareness level (Level 1), 11 at the Interest level (Level 2), 8 at the Participation level (Level 3), 11 at the Commitment level (Level 4), and 6 at the Advocacy level (Level 5).

Purchase Criteria from Level 1 to Level 5

The in-depth interviews revealed a clear progression in consumer purchase motivations, "jobs to be done," across the five levels of sustainable lifestyle maturity, as presented in Table 5. At Level 1 (Awareness), consumers prioritize self-preservation, seeking convenience that minimizes cognitive effort while enabling them to feel calm, unburdened, and socially perceived as proactive. At Level 2 (Interest), the focus shifts toward personal utility, with consumers desiring functional, aesthetically pleasing, and easy-to-maintain products that enhance confidence and satisfaction. By Level 3 (Participation), motivations expand into socio-environmental concerns, emphasizing the need for high-quality durable green products that allow individuals to feel proud of their contributions and to support broader community-level sustainable change. At Level 4 (Commitment), motivations become strongly value-driven, centering on products that are long-lasting, waste-minimizing, and aligned with ethical responsibility, accompanied by active involvement in green communities and movements. Finally, at Level 5 (Advocacy), consumers seek durable and practical eco-friendly products that reinforce their sense of fulfillment from creating a positive environmental impact, while also motivating them to encourage wider adoption of sustainable practices within their social.

Table 5. Purchase Criteria for Level 5

Level	Rank	Criteria	Frequency (n)	%
1	1	Price	6	100 %
	2	Product specifications and durability	4	67%
	2	Familiarity	4	67%
	2	Recommendations	4	67%
	3	Product accessibility	3	50%
	3	Sustainability value	3	50%
2	1	Price	11	100 %
	1	Product specifications and durability	11	100%
	2	Product accessibility	6	54,5%
	3	Sustainability value	5	45,4%
	4	Product visualization	2	18,2%
3	1	Price	8	100 %
	2	Product specifications and durability	8	100%
	2	Sustainability value	5	62.5%
	3	Product accessibility	4	50%
	3	Product visualization	4	50%
	3	Product credibility and information	2	25%
4	1	Price	11	100 %
	1	Product specifications and durability	11	100%
	2	Sustainability value	9	82%
	3	Product accessibility	3	27,2%
5	1	Sustainability value	6	100 %
	2	Product specifications and durability	5	83.3%
	2	Price	5	83.3%
	2	Product accessibility	3	50%
	3	Recomendations	1	16.7%

Level	Rank	Criteria	Frequency (n)	%
	3	Green packaging	1	16.7%

Source: Primary data processed by the author, 2025

The in-depth interviews indicate that price remains the primary consideration for most respondents, as reflected in their varying levels of price tolerance. A majority (62.5%) expressed willingness to purchase sustainable products if the price premium is limited to 10–20% above conventional alternatives. Meanwhile, 12.5% were willing to pay a 20–40% premium, another 12.5% were willing to pay more than 40%, and the remaining 12.5% were not willing to pay any premium at all.

Respondents' Sustainable Consumption Behavior Conditions

The condition of sustainable consumption behavior (SCB) at each level demonstrates distinct characteristics. Interview findings indicate that at Level 1 (awareness), SCB aspects are not yet dominant. Respondents noted that they generally do not think about sustainability issues at the beginning of the purchasing process. "*We buy according to function and need; our families and communities do not support the purchase of environmentally friendly products because they are more difficult to access*" - DA (01). Several respondents also stated that they "lack sufficient understanding of the environmental impact of vegan leather products". In addition, some respondents perceived sustainability information as less accessible and difficult to verify, "*I don't have the habit or knowledge of products that are truly environmentally friendly*" - FA (02), which further reduces the likelihood of SCB-oriented decision-making at this stage. In contrast, at Levels 2 to 5, SCB conditions show progressively stronger support, as illustrated in Figure 2. In-depth interviews confirm that once respondents develop greater familiarity with sustainability issues, SCB values become more influential; many described sustainability as "an increasingly important factor" guiding their evaluation and purchase of eco-friendly vegan leather products.

The variation in the four SCB value dimensions across maturity levels indicates differing behavioral drivers among respondents, as depicted in Figure 2. Personal values and environmental concern demonstrate increasing influence at higher maturity levels, reflecting a stronger internal commitment to sustainability. Economic motivation remains more prominent at earlier stages, where price considerations tend to outweigh sustainability attributes. Meanwhile, cultural influence strengthens progressively as respondents are exposed to social norms and information that encourage sustainable purchasing practices. These value patterns help clarify the behavioral distinctions observed across the SCB maturity levels.
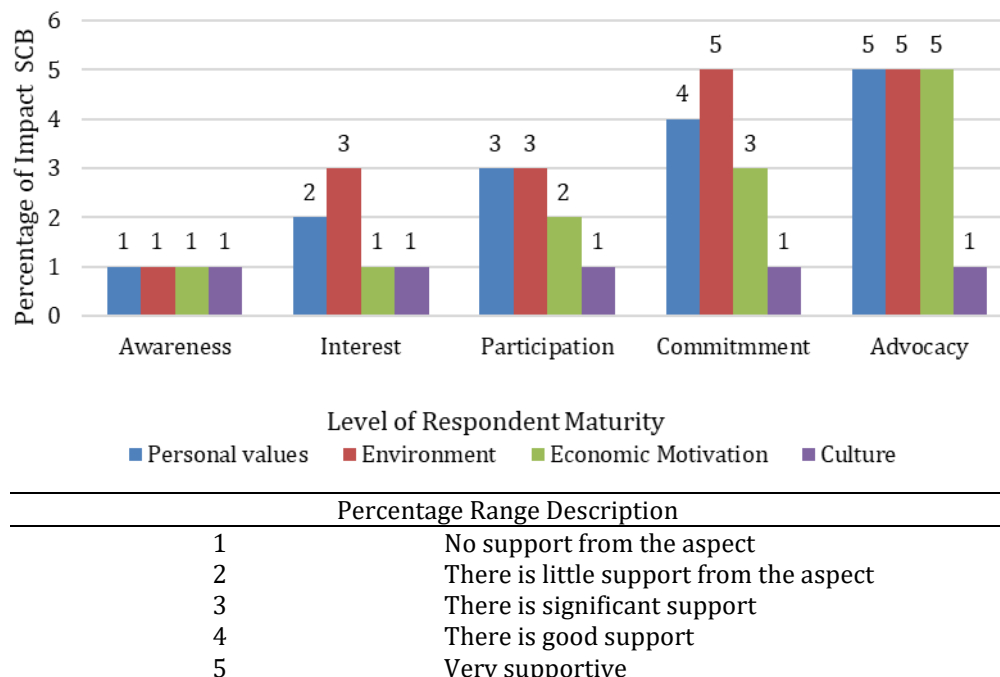
Percentage Range Description	
1	No support from the aspect
2	There is little support from the aspect
3	There is significant support
4	There is good support
5	Very supportive

Figure 2. Sustainable Consumption Behavior Values of Respondents
Source: Primary data processed by the author, 2025

Correlation Analysis

Based on the purchase decision survey developed using expert-derived alternatives, the key factors influencing consumers' decisions to purchase environmentally friendly products include price, product specifications and durability, sustainability value, and product information. Further exploration through in-depth interviews with 42 respondents representing 5 different levels of sustainable lifestyle maturity (from awareness to advocacy) revealed consistent decision-making patterns—namely price, product specifications and durability, sustainability value, and product accessibility—although the weighting of each criterion varied across maturity levels. Using the SCB framework, the interviews indicated that greater support from the four SCB elements: personal values, environmental, cultural, and economic motivations, corresponds to a stronger influence of sustainability value in purchase decisions. As illustrated in Figure 2, at the lowest maturity level (Level 1), where support from SCB elements is minimal, price emerges as the primary factor while sustainability value ranks lowest. As support from the SCB elements increases across Levels 2 to 4, environmental awareness strengthens, reflected in the rising importance of sustainability value in purchase considerations. At the highest maturity level (Level 5), sustainability value becomes the dominant factor driving the decision to purchase environmentally friendly products.

Promotion Strategy

The findings of this study clearly demonstrate that price remains a critical determinant in consumer decision-making for environmentally friendly products, with respondents identifying it as a primary consideration. A substantial proportion (62.5%) reported willingness to purchase when the price premium is kept within 10–20% of conventional alternatives, while smaller segments showed either higher price tolerance or complete unwillingness to pay more. These results underscore the central

role of affordability in fostering broader acceptance of sustainable products. Accordingly, strategic price optimization—particularly through targeted discount mechanisms preferred by 55% of respondents—emerges as a practical approach for maintaining consumer interest within acceptable thresholds. Complementary promotional strategies, such as bundling and trade-in programs (e.g., "Trade Your Wallet for a PT KLK Coffee Leather Wallet"), can further enhance market competitiveness while reinforcing the ecological and ethical values associated with green innovation.

Beyond pricing strategies, several product-related improvements are also essential. Product specifications should be continuously aligned with market needs to ensure functional and aesthetic relevance. Product durability must be verified through reliable testing to strengthen consumer trust and highlight long-term value. Certified assurance of sustainability performance is equally critical in validating environmental claims. Additionally, product information should be widely disseminated and easily accessible to minimize informational barriers and strengthen consumer confidence. Insights from in-depth interviews across five levels of sustainable lifestyle maturity further emphasize the consistency of key decision-making criteria—price, product specifications and durability, sustainability value, and product accessibility—highlighting the importance of adopting an integrated omnichannel marketing approach to enhance purchasing convenience both online and offline. Prior studies by (Purwanti et al., (2021) also indicate that sustainable marketing can support product purchase decisions, highlighting the need for more robust strategies in these areas.

Furthermore, applying the "jobs to be done" framework offers deeper insight into consumer motivations, particularly for vegan leather made from coffee waste. Such products deliver more than functional benefits; they represent lifestyle identity and a commitment to sustainability. Consequently, their value cannot be adequately conveyed through simple price comparisons with environmentally harmful conventional counterparts. Consumers increasingly consider experiential value, identity alignment, and environmental impact, indicating a broader shift from cost-driven to purpose-driven consumption.

For consumers at early stages of green lifestyle maturity (levels 1–2), strategies should prioritize enjoyable, low-effort experiences that foster confidence and social pride. The "DIY Your Own Wallet Workshop" exemplifies this approach by offering experiential value, skill-building, and community engagement—effectively reframing price not as a barrier but as part of a broader, meaningful experience. This activity also promotes sustainable consumption behavior (SCB) by reinforcing pro-environmental norms.

For consumers at more advanced maturity levels (levels 3–5), the priority shifts toward deepening engagement through community support and value-based alignment. The proposed "KOPI BERI INDONESIA" (Community of Earth Lovers – Sharing Education, Recycling, Innovation) serves as a platform for environmental education, mini-workshops, advocacy initiatives, and brand-building. Prior studies by Mirah et al. (2025) show that the presence of such communities can increase green product purchase intention by up to 47%, underscoring their crucial role in sustaining behavioral change. To expand awareness across all consumer segments, interactive exhibitions such as "Feel The Future" are recommended. These events introduce consumers to sustainable materials, reshape price perceptions, provide accessible information, and showcase product functionality—ultimately enriching the consumer journey and supporting the transition toward more sustainable consumption patterns.

CONCLUSION

Conclusion

This study found that purchasing decisions for vegan leather products made from coffee waste are primarily influenced by price (67.01), environmental impact (65.93), product specifications (61.15), sustainability value (56.84), and product information (56.53). Complementary insights from in-depth interviews revealed a consistent set of criteria: price, product specifications, sustainability value, and product accessibility.

The dominance of price across consumer maturity Levels 1–4 reflects limited reinforcement from key elements of sustainable consumption behavior (SCB), including personal values, environmental concern, socio-cultural influences, and economic motivations. In contrast, at Level 5, where SCB support is substantially stronger, consumers place sustainability above price, indicating that value-driven environmental propositions are most effective among highly aware and environmentally committed consumers.

To enhance green product adoption, three strategic approaches are recommended: (1) DIY Your Own Wallet Workshop to shift price perception through experience, (2) KOPI BERI INDONESIA community to build green habits, and (3) Feel the Future Exhibition to strengthen brand engagement across all levels. These strategies align with user needs and help foster long-term sustainable consumption behavior.

Recommendations

Further research is encouraged to develop optimal and evidence-based promotional strategies through a data-driven approach. Promotional efforts should primarily be guided by an in-depth analysis of purchase decision criteria, identification of key consumer pain points, and the characteristics of consumer buying behavior (SCB) across varying levels of environmental lifestyle maturity as identified in this study.

Acknowledgements

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